System and Method For Dynamically Applying Content Management Rules

ABSTRACT

[0058] Embodiments of the present invention provide software products and methods of managing content that substantially eliminate or reduce the disadvantages of previously developed content management systems and methods. More particularly, one embodiment of the present invention includes a set of computer instructions stored on a computer readable medium that are executable to associate a rule with a rule condition, determine if the rule is applicable based on the state of the rule condition, receive a user interaction based on a set of content (e.g., web site content) and, if the rule is determined to be applicable, apply the rule to the user interaction. In one embodiment of the present invention, the rule condition can be metadata that is accessible by the computer instructions. The metadata can change dynamically and, consequently, whether or not the rule applies can change dynamically.